MUMBAI UNIVERSITY STUDENTS ASSOCIATION (MUSA)

QUESTION BANK OF SOCIAL MEDIA ANALYTICS

B.E SEM-VIII   **BRANCH: COMPS**   **FOR SUMMER SESSION 2025**

Q.1) What is social media risk? Explain the four steps in social media risk management.

Q.2) Briefly explain the seven layers of social media analytics.

Q.3) Explain the tools of Hyperlink Analytics.

Q.4) What is location analytics? Explain its significance in context of social media analytics?

Q.5) What is search engine optimization? What are the different methods to do it?

Q.6) Briefly list and define different action performed by social media users.

Q.7) Explain the ways to measure the success of a company having social media.

Q.8) Discuss business data-driven location analytics and social media data-driven locationanalytics?

Q.9) What is social media risk? Explain the four steps in social media risk management.

Q.10) What is text analytics, and Explain the steps in text analytics with an example.

Q.11) Explain the two main categories of search engine analytics

Q.12) Explain various issues addressed in privacy policy

Q.13) Explain common social media risk-mitigation strategies.

Q.14) Discuss the main challenges of SMA.

Q.15) Describe density, bridge and hub of a social network with example.

Q.16) Explain the steps needed to formulate a social media strategy.

Q.17) Explain Social Media Action Analytics, Common Social Media Actions and Actions Analytics Tools.

Q.18) What are the benefits of social media users who use social media?

Q.19) Summarize the ethical issues when mining social media.

Q.20) List and explain different network layouts.

Q.21) Differentiate between the following:

    i) Static and dynamic social media text
    ii) Social media, Web 2.0, and social network
    iii) Traditional Vs social recommendation systems

Q.22) Write a short note on the following:

    i) Relate different techniques to secure social media accounts
    ii) Challenges of SMA
    iii) Centralization in SMA with example
    iv) Automated, traditional and social recommender system

v) In-links, out-links, and co-links
vi) Predictive analytics

*****ALL THE BEST*****